## WDBS DARTMOUTH BROADCASTING SYSTEM 49 ROBINSON HALL HANOVER NEW HAMPSHIRE TELEPHONE 30

Sept. 18, 1949

STATION MANAGER Smith College Radio Smith College Northampton, Mass.

Dear Station Manager,

This seems a very formal way of starting a letter, but in as much as I don't know who you are, it will have to do. I am writing you now, hoping that this will get to you in time for you to take action if you so desire. Here's the story:

WDBS is planning to carry the Penn-Dartmouth game from Philadelphia by direct wire. This wire will pass within a short distance of both Northampton and Holyoke. The game will be one of the top games in the country, and one that will be of universal interest to almost all football fans. We thought that Smith and Holyoke might be interested in carrying our broadcast directly from Franklin Field. I don't have to emphasize the pres tige value to the stations involved. Because of the nature of your school you would naturally not have much chance to do remotes of this type. It would be a simple thing to arrange and very inexpens ive from your point of view. We would cover all the line costs from Philadelphia. Your only expense would be for installation of lines and perhaps a few dollars for any extra distance between your station and the line terminals. The entire cost would be somewhere in the neighborhood of \$20. The broadcasters would mention the fact that this is a "network hook-up" and would pause for station identification. A little publicity work on your part around the campus would insure a good listening audience, we feel sure. The game is scheduled for Saturday, Oct. 1.

If you are interested please let us know immediately and ####

WITTE SARRAGOUTH BROADCASTING SYSTEM

Scot, 18, 1949

Series college salo Emits college salo Sortampton, ESS.

genral station renegra,

gains seems a very for all way of steriling a letter,

but in so wed as I don't have you are. It will have to do. I an writing you now, hapling that this will get to you in this for you to take cetion if you so don'te. Haro's the story:

to trie ortion if you so deadre. Here's the story:

and his direct wire. This wire will ness within a short director

of both mertiamenton and molyche. The rate will be one of the top

guest in the country, and one that will be of universal interest to

almost all football fans. To thought that with and object to

interested in currying our broadcast directly from hishidin with.

I south have to conjuntic our broadcast threatly from hishidin with.

I south have to conjuntic the ress tige value to to atations involved.

made connect to do remotes of this time, It would be a simple thing so sermines and vory lies and its from this despite, four only exponse would be for installation of times and perhaps a few delices for any extra distance between your station and the line time terminals, the outine cost, would be somewhere in the neighborhood of 1800, the broadcasters would nombien the fact that this mightorhood of 1800, the broadcasters cause for stution identification. A little publicity work on your parts around the carees would insure a good listening sudience, we feel sure. The guest is submided for asturing sudience, we feel sure.

Lity bes victobicant worst as for easely betweenthous so my

AROWER VYLANT TO HEAVEN

## WDBS DARTMOUTH BROADCASTING SYSTEM 49 ROBINSON HALL HANOVER - NEW HAMPSHIRE - TELEPHONE 30

we will take ### steps to inform the telephone company and arrange the technical details. Our technical director informs me that there would be no difficulty at all from your end if you have the equipment for receiving remote broadcasts.

The broadcast incidentally is being done as a public service broadcast through the backing of the Dartmouth Undergraduate Council, thus there will be no unwanted advertising on our part. If everything is not clear please contact me either by writing to the station or calling Hanover 1070 person to person for me or co-station manager Dick Hollands.

I hope we can work out some sort of arrangement, something that might be done again when Dartmouth plays Princeton, Yale, and Columbia. If you want to find someone to sponsor your expenses, that might be arranged also, by our sportscasters returning to the stations for one minute intervals at times throughout the game.

I apologize for the typing and the incoherency, but speed is of the essence.

Sincerely,

STATION MANAGER WORS

MEMBER OF THE IVY NETWORK

## VALUE DE STANSONGIAL BROADCA STING EYETEM OR BENEVER PROPERTIES TELEFICIES DE

we will wake ### steps to inform the telephone company and ermange the test test the country at all from row rend if you have the equipment for receiving remote breakfasts.

The provides included by the being done as a mubile service incommended form the birone will be no unwented a wellsing on our part. If everything is not eleared contact no elther by writing to the station or earling shover 1070 person to person for se or co-station manager of or station and got of service.

I have to den work out some sort of arran ement, something that the be done again when the plays rincoton, vale, and columbia. If you want to find so some to sponsor your expenses, that also, by our spontages returning to the states for one minute intervals at times throughout the gure.

I coologies for the typing and the inconcrency, but speed is

of the casence.

Sincerely,

lals .v deedo